

Electric Vehicle Infrastructure – Charging into the Future

New Motor Vehicle Board
9th Industry Roundtable
March 21, 2012



Presented by
Jordan Ramer



Courtesy: Jay Leno

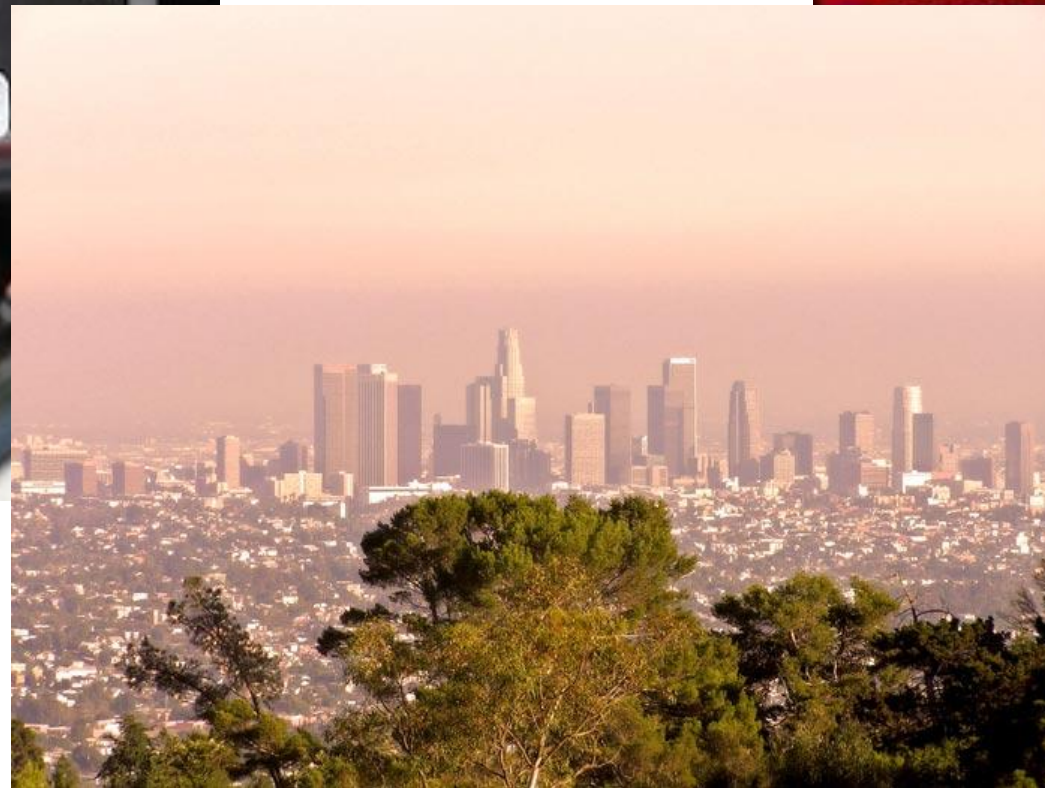
1909 Baker Electric



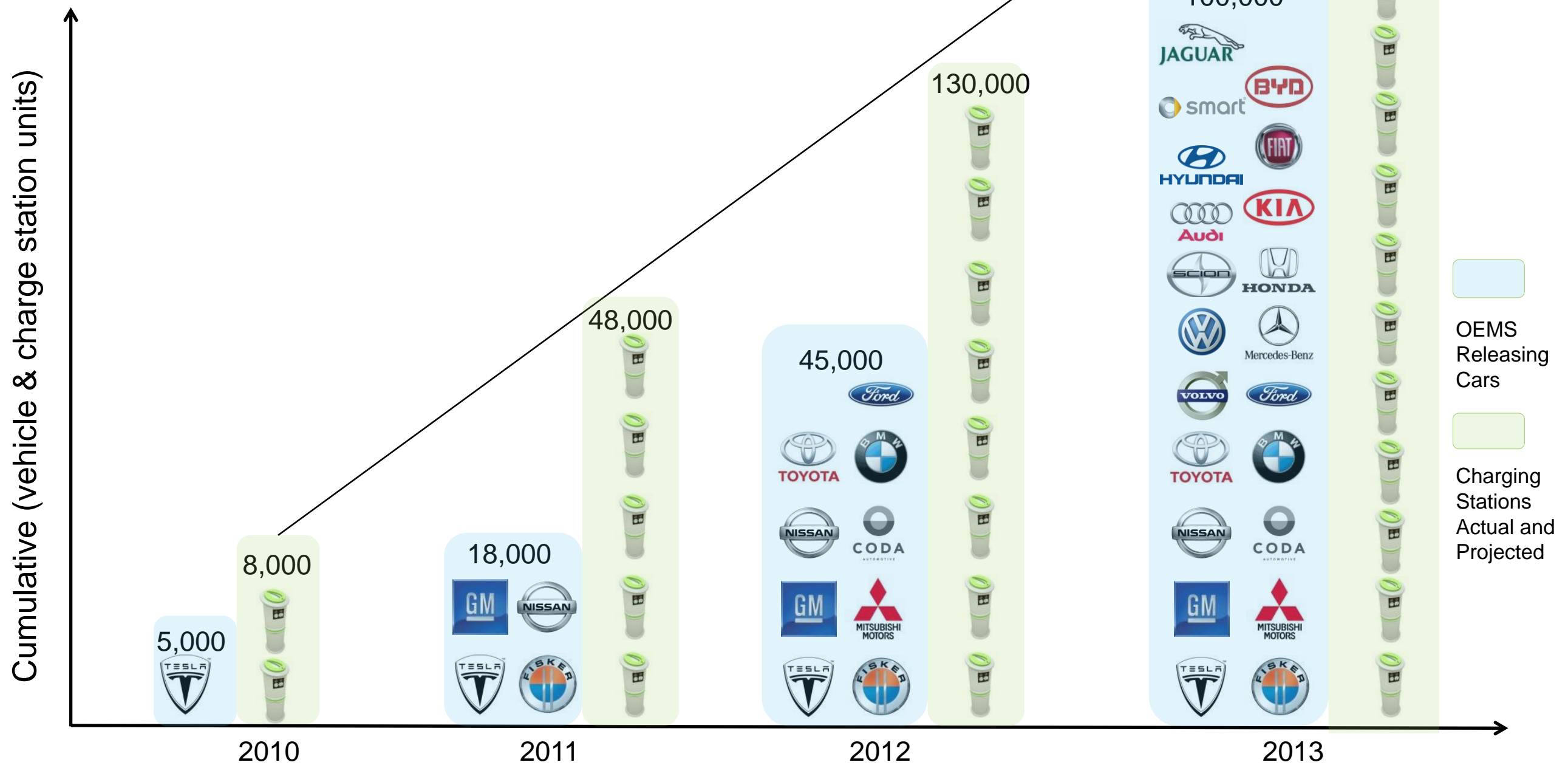
COURTESY: GENERAL MOTORS

1995 Saturn EV-1

Current & Recurring Issues “Driving” Us to Electric Vehicles



EVs & Charge Stations Go Hand-in Hand



Infrastructure Needed Where Drivers Most Frequent

- 70+ percent of charging happens at home
- You can't own an EV without having a charging strategy
- Car dealerships will rank higher in customer satisfaction if they facilitate home charging



It Takes Expertise and Experience to Guide the Customer in Rapid Charging



Charging Deployment Experience

Car Dealer's Expressed Concerns Regarding Sales of Rapid Charging



Consumer Knowledge

Dealer Training Gap

Unique Sales Effort

Perceived Barrier to Vehicle Sale

Desire for Trusted Partner



Technology Backed Systems Support Dealer Sales Efforts

- Streamlines communication
- Gives greater control
- Improves accuracy and transparency
- Speeds processes
- Boosts revenue
- Controls costs
- Improves customer experience



Streamline Complicated Processes



Courtesy: Ford Motors

Stakeholders Preparing for EVs



**EVs Are Here – Will She Remember
the Gas Station?**

evconnect

Jordan Ramer
3623 Hayden Avenue
Culver City, CA 90232
jordan@evconnect.com
+310 894 6822

evcōnnect